

HAWAII TOURISM AUTHORITY

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HTA Welcomes New Officers

At the June meeting, the HTA board elected John J. Toner, executive vice president of Ko Olina Resort Association, as its new chairperson, and Nadine Nakamura, principal at NKN Project Planning on Kauai, as vice chair, for a one-year term, beginning July 2004. The complete listing of the 15-member HTA Board of Directors is provided below.

Board of Directors

John J. Toner, *Chair*
Nadine Nakamura, *Vice-Chair*
Douglas Kahikina Chang
Vernon F. L. Char
Rodney K. Haraga
Gail Y. Haraguchi
Kawaikapuokalani K. Hewett
Lawrence M. Johnson
Kyoko Y. Kimura
Lorrie Lee Stone
Sharon Weiner
Marsha Wienert
Cheryl Williams
Stephen K. Yamashiro
Peter T. Young

HTA to Hold First-Ever Tourism Conference in September

A global perspective on the travel industry from tourism experts from key destinations and organizations will be the focus of HTA's first-ever Hawaii Tourism Conference, scheduled for September 13-14 at the Hawaii Convention Center.

This day-and-a-half event also will include the rollout of Hawaii's marketing plans for 2005.

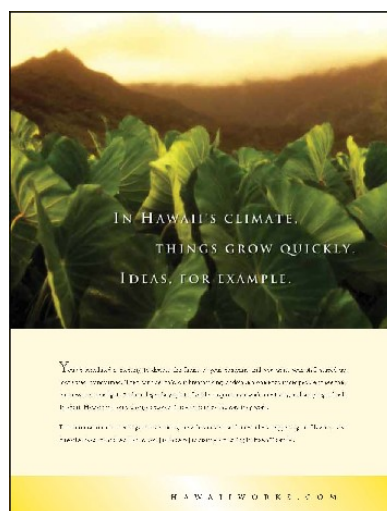
More details will be included in the conference registration packets, which will be mailed out in the coming weeks.

The presentations will be rolled out on the Neighbor Islands as follows: Lihue, Kauai on September 15; Kahului, Maui on September 16; and Kona, Hawaii on September 17. For more information, please contact Caroline Anderson at 808-973-2273.

Hawaii Tests New Business Branding Project

The message "Hawaii is a place that rejuvenates people and companies and where new ideas and collaboration thrive" appears in large-space newspaper advertising in the San Diego and Orange County editions of the *Wall Street Journal*; full-page color magazine insertions in *Medical Meetings*, *Business Week*, *Fortune*, *Inc.*, *Money*, *Forbes*, and *Fast Company*; and on the Web at online.wsj.com and biotech-register.com.

The project was designed to make senior executives on the mainland more inclined to schedule business meetings and conventions in the islands. The initial test of the business branding project launched in June, and is focused on the San Diego and Orange County areas, with an emphasis towards the biotechnology and medical research industry sectors. For more information on the Business Branding Project, contact Frank Haas at 808-973-2271.



This Hawaii ad appears in several major media outlets across the nation as part of a new HTA business initiative.

State of Hawaii Tourism Strategic Plan: 2005-2015

Last year, HTA began work on the State of Hawaii's long-range plan for tourism. The effort included an update and review of several research studies, the collection of input from individuals and groups representing all of our island communities, and an assessment of the changes occurring globally, locally and within the visitor industry.

During the month of August, in a series of public meetings throughout the State, the HTA, with assistance from the planning firm, PBR Hawaii, will be sharing the result of this effort, *Draft State of Hawaii Tourism Strategic Plan: 2005-*

2015 (Draft State TSP). This document provides a shared vision for Hawaii tourism in the year 2015 by Hawaii's tourism stakeholders—the government entities, private industry, residents and visitors who are involved in tourism. It also provides a roadmap—strategic directions, specific goals and responsible and supporting partners—for achieving that vision. Copies of the *Draft State TSP* will be available beginning July 30th at the HTA office and at public libraries throughout the State. It is also available on the HTA website. The public is invited and strongly encouraged to attend the meetings listed at right.

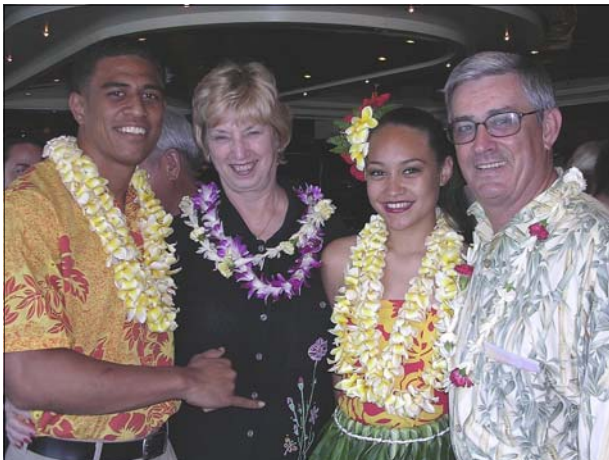
Marketing Highlights

Hawaii Visitors & Convention Bureau (HVCB)

HVCB Partners with NCL

On June 11-13, HVCB and Norwegian Cruise Lines (NCL) hosted 80 Los Angeles-area travel writers and 1,300 travel agents during a two-night introductory cruise aboard the "Pride of Aloha" ship. The 34-member Hawaii contingent which included HVCB, Island Chapters, and other Hawaii travel partners, shared the aloha spirit during a series of media dinners, travel agent trade shows and in the press room. In addition, Hawaii entertainer Melveen Leed and dancers and musicians from the Polynesian Cultural Center were on board to entertain the passengers. >>continued on page 4

Stan Wawer, travel editor of San Gabriel Newspaper Group and his wife, Nancy, are greeted by Polynesian Cultural Center dancers at the NCL evening reception.



Public Meetings for Tourism Strategic Plan

August 5

The Jacaranda Inn, Hawaii
65-1444 Kawaihae Road
Kamuela, HI 96743
1:00-3:00 p.m.

August 7

Kaunakakai School, Cafeteria, Molokai
30 Ailoa Street
Kaunakakai, HI 96748
11:30 a.m.-2:30 p.m.

August 9

Hawaii Convention Center, Room 318A, Oahu
1801 Kalakaua Avenue
Honolulu, HI 96815
1:00-3:00 p.m.

August 11

Kauai Marriott, Puna Ballrooms, Kauai
3610 Rice Street
Lihue, HI 96766
1:00-3:00 p.m.

August 16

Lanai Library, Lanai
555 Fraser Avenue
Lanai City, HI 96763
10:30 a.m.-12:15 p.m.

August 18

Maui Beach Hotel, Elleair Room, Section B, Maui
170 Kaahumanu Avenue
Kahului, HI 96732
1:00-3:00 p.m.

For more information on these meetings, or a copy of this plan, please contact Lacey Kazama at 808-521-5631.

Greetings are Enhanced for NCL's "Pride of Aloha"

HTA awarded the greetings program providers in each county an extra \$7,500 for each port of call on Norwegian Cruise Line's (NCL) inaugural "Pride of Aloha" voyage to welcome cruise visitors as they departed and boarded the ship. Each port made the first "Pride of Aloha" passengers' arrival an unforgettable one.

HILO—Hilo was the first stop on the inaugural "Pride of Aloha" cruise and gave the ship a grand welcome with 100 entertainers performing on the pier. Cruise passengers were greeted with 90 dancers ranging from ages 5 to 89. As visitors disembarked, the group sang "Hilo, My Home Town." Visitors were given packages of macadamia nuts while smaller groups performed.

KAILUA-KONA—Four canoe clubs paddled out to greet the ship before it docked and threw flowers on the surrounding water. Four local hula halau performed, and each woman was greeted with an individual flower. Gift bags with macada-



Ten hula dancers participated in Honolulu's "Pride of Aloha" greeting.



Keiki assist in greeting the "Pride of Aloha" passengers with wooden A-L-O-H-A signs. The entertainment at Honolulu Harbor also consisted of musicians, hula dancers and conch shell blowers. Each island port had their own greeting and farewells.

mia nuts, Kona coffee and a commemorative postcard were given away at the information booth.

KAHULUI, MAUI—Shell leis were given in addition to "I ♥ Maui" buttons as a keiki Tahitian halau with nine dancers and three drummers performed along with a hula dancer and three musicians.

NAWILIWILI, KAUAI—Improvements to the physical appearance of the arrival platform were made including new stage skirting and plants in matching planters placed along the pier. Future plans include painting huge murals along the walls with scenes of Kauai. For the "Pride of Aloha," a hula halau of ten keiki and teenagers performed. Along with the regular greeters, Miss Kauai was on hand to welcome the visitors. Each person received a fresh flower and a Kauai button as they walked off the ship.

HONOLULU HARBOR—Conch shell blowers announced the "Pride of Aloha's" approach and passengers were greeted with wooden A-L-O-H-A signs reminiscent of the Kodak Hula Show. The size and scope of the entertainment were broadened with additional musicians and ten hula dancers. Keiki performed the traditional lei greeting. The additional funding was also used to upgrade the sound system.

Each year, HTA provides \$300,000 to the Greetings Program statewide, an initiative that provides visitors with a lasting first impression upon arrival at each Hawaiian isle and a memorable farewell. The major emphasis of the current program is on cruise ship arrivals. Each port has the flexibility to create a unique experience and differentiate itself from the others.

CPEP Workshops Set for August

HTA will be holding free workshops on its County Product Enrichment Program (CPEP). The workshops will provide details on the proposal process to request funding for community-based tourism events and projects. Through CPEP, the four counties receive a portion of HTA's product enrichment funds and provide day-to-day management of the program. The CPEP workshop schedule is as follows:

August 19

Lanai Arts Center, Lanai
5:00-6:00 p.m.

August 23

**Mitchell Pauole Center,
Conference Room, Molokai**
5:00-6:00 p.m.

August 24

**King Kamehameha Hotel,
Honu Room, Kona**
5:00-6:30 p.m.

August 25

**Aupuni Center,
Conference Room, Hilo**
5:00-6:30 p.m.

August 26

**Maui Community College,
Science Building, Room 11A,
Maui**
5:00-6:30 p.m.

August 27

**Moikeha Building,
Conference Room 2A/B, Kauai**
4:30-6:30 p.m.

September 1

**Hawaii Convention Center,
Room 313C, Oahu**
5:30-7:00 p.m.

For more information, contact
Robbie Kane at 808-973-2262.

Marketing Highlights

Hawaii Visitors & Convention Bureau (HVCB)

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CMI Team on the Road

The Convention Meetings & Incentives (CMI) department participated in the HSMAI Affordable Meetings West show held in Long Beach, June 8-9, which attracted over 800 meeting planners during the tradeshow. Representing Hawaii with HVCB were the Royal Lahaina Hotel, Radisson Waikiki Prince Kuhio Hotel, Radisson Kauai, Hyatt Resorts Hawaii, Prince Resorts Hawaii, Waikiki Beach Marriott and Turtle Bay Resort. The show resulted in a potential of over 25 lead opportunities for group programs for Hawaii.

Hawaii Wins Best Honeymoon Spot

On behalf of HVCB, Jennifer Cabasag attended the Modern Bride Best Honeymoons award dinner, where the magazine unveiled the world's 50 Best Honeymoons as featured in the August/September 2004 issue. The 8th annual honeymoon survey which compiled votes from 3,000 of America's top travel agents, shows Hawaii continues to rank as the number one honeymoon spot for the eighth year in a row, and Honolulu as the second most popular honeymoon city for 2004.

Hawaii Tourism Japan (HTJ)

HTJ Presents Aloha Project

To further spread the aloha spirit, HTJ has teamed up with Piko, a Hawaiian clothing company, Japan Airlines (JAL) and Fujifilm to produce four 5-minute short movies, "Aloha t-shirts" and a photo book titled "Aloha to Everyone." The short movies were shot throughout the Hawaiian Islands and can be viewed on the HTJ website. The t-shirts and books were given away on select international JAL flights and at the JAL Honolulu Lounge, Hawaii Tourism Islands Gallery in Tokyo and Piko store locations. Additionally, *Relax* magazine will be publishing a special Hawaii issue themed "Aloha Spirit," which will tie into the Aloha Project.

Hawaiian Entertainers Share Aloha at Summer Festivals

HTJ is finalizing plans for a series of consumer promotional events featuring Hawaiian artists such as Jake Shimabukuro, Makana and Na Leo Pilimehana that will take place throughout Japan this summer. The events will include the Fuji TV Hawaiian Adventure in Tokyo, the Yokohama Hawaii Festival and the Nagoya Hawaii Festival.

CALENDAR OF EVENTS

August 8-14

Hawaii International Billfish Tournament (HIBT), Hawaii

Established in 1959, some refer to this prestigious invitational tournament as the "World Series of Deep Sea Fishing." Teams from all over the world come to participate and combine a great day of fishing with the possibility of winning some jackpot money.
808-329-6155

August 9-15

Invitational Va'a Federation (IVF) Hilo World Sprints, Hawaii

More than 2,200 paddlers come to encourage and preserve outrigger canoe racing and promote international competition. This unique event is full of activities for everyone.
808-987-1549

August 14

Waimea Quilt Festival, Kauai

From 9 a.m. to 5 p.m., the center of Waimea town becomes an outdoor quilt festival. Stroll through the main street to see handmade quilts by local and visiting quilters.
808-337-9163

August 14-15

Waianae Coast Sunset on the Beach, Oahu

Sunset on the Beach goes to Maili Beach Park with entertainment, food and fun for the whole family. Entertainment begins at 4 p.m. and the show begins at sunset. Movies not yet determined.
808-523-CITY

NOTE: These events are supported by HTA through its Product Enrichment and Major Festivals Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.

Marketing Highlights

Hawaii Tourism Oceania (HTO)

Hawaiian Sunrise in Australia

Aussies woke up to a week of Hawaiian sunshine during Channel 7 Sunrise's live broadcast, June 28-July 2. Not only did ratings go through the roof, Jetset/Travelworld also reported over 60% more bookings (as compared to a prior promotion with Las Vegas), due to the great deal offered by Qantas Airlines and Starwood Hotels and Resorts.



One of the several promotional pieces for Channel 7 Sunrise's live broadcast.

Hawaii Tourism Asia (HTAsia)

Hawaii Tourism Korea (HTK) Created Promotions for Korea World Travel Fair (KOTFA)

HTK participated in KOTFA, June 3-6, along with partners from Marriott, Hilton, Hyatt, Starwood Hotels and Resorts and Aloha Airlines. During the four-day fair, more than 86,000 people visited the Hawaii booth, which won "best booth design" at the event. To maximize exposure for Hawaii, HTK also held cooperative promotions with Hyundai Department Store, Novotel Hotel and COEX Mall, as well as hosted a travel trade appreciation party (Aloha Night) for 130 travel trade and media at Kahunaville, a Hawaiian-themed family restaurant.

Chinese Media Experience Hawaii

Hawaii Tourism China (HTC) hosted journalists from 10 leading Chinese publications including *Shanghai Times*, *Southern Weekend* and *Beijing Morning Post*, during a press trip to Hawaii, June 12-19. The group visited sites on Oahu and Maui such as the Bishop Museum and the Sugar Cane Train as well as a range of hotels.



Taiwanese couples renew their wedding vows on Waikiki Beach.

Second Honeymoon in Hawaii for Taiwanese

Hawaii Tourism Taiwan (HTT) worked with leading wholesalers in Taiwan to organize its first "Second Honeymoon Tour" on the Big Island and Oahu from June 20-28. Outrigger Reef on the Beach provided a complimentary 30-minute vow renewal ceremony.

Marketing Highlights

Hawaii Tourism Europe (HTE)

Germans Choose Hawaii as #1 Island Paradise

RTL TV program, *Life!*, an evening lifestyle television show, voted Hawaii the number one island paradise in the world for Germans. The show's viewership is 1.8 million.

Ironman Hawaii Promotion

HTE ran an extensive Hawaii promotion tied-into the Opel Ironman, held in Frankfurt, Germany on July 11. The promotion included 10,000 Hawaii-branded drink bottles distributed at the event; a trip sweepstakes; lei greetings for VIPs; and a two-week promotion with HR3, one of Germany's largest radio stations. Amy & Willie K. and Makana performed at the finish line of the event, which attracted more than 300,000 spectators.

A Hawaii-branded drink bottle is handed to one of the Opel Ironman's 2,000-plus participating athletes.



Hawaiian Flair at German Summer Events

In July, various events brought Hawaiian flair to Germany. Amy & Willie K. and Makana performed during several events in Germany including a Carlos Santana concert. A hula festival in Zeulenroda attracted thousands of visitors, and HTE was on hand to promote Hawaii and distribute information.

Hawaii Convention Center (HCC)

The Hawaii Advantage

A new initiative, "The Hawaii Advantage," touts HCC's chief advantages as a convention destination including location, productivity, competitive shipping, value of facility, destination appeal, industry support, and customer service. Each piece in "The Hawaii Advantage" kit addresses the crucial factors that are on the minds of those considering Hawaii as a meetings destination in a tangible and convincing manner with beautiful visuals, cost saving tips and rave reviews from past delegates. The Power-Point presentation hints at the lure of pre- and post-convention travel and contains a video tour with testimonials, an electronic brochure, and floor plans with measurements and capacities. For more information, contact Randy Tanaka at 808-943-3559.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major trade-shows/events featuring Hawaii.

August 10 & 12

MyTravel Canada Product Launch
Montreal, Toronto, Vancouver, Ottawa

August 22-27

Virtuoso Travel Mart, Bellagio
Las Vegas

August 28-29

All About Hawaii Supplier Weekend
Beaverton

HTA Shows Visitors How to Travel with Ease

HTA has organized an effort to minimize confusion and delays for Hawaii visitors because of changes in security, agricultural inspections and baggage procedures. HTA has contracted Network Media to produce a series of informational video spots that will air on Visitor Cable Programming in Hawaii's hotel rooms. In addition, an informational website, travelsmarthawaii.com, will be up by the first week of August. For more information, contact Frank Haas at 808-973-2271.

